



Children Should Know Their Grandparents and become GREAT Grandparents themselves

- 73% of white women live past 75 years compared to 22% of African American men
- CVD are 47% higher in Black men and 69% higher in Black women
- Strokes are 94% higher in Black men, 76% higher in Black women



Obesity over the Years

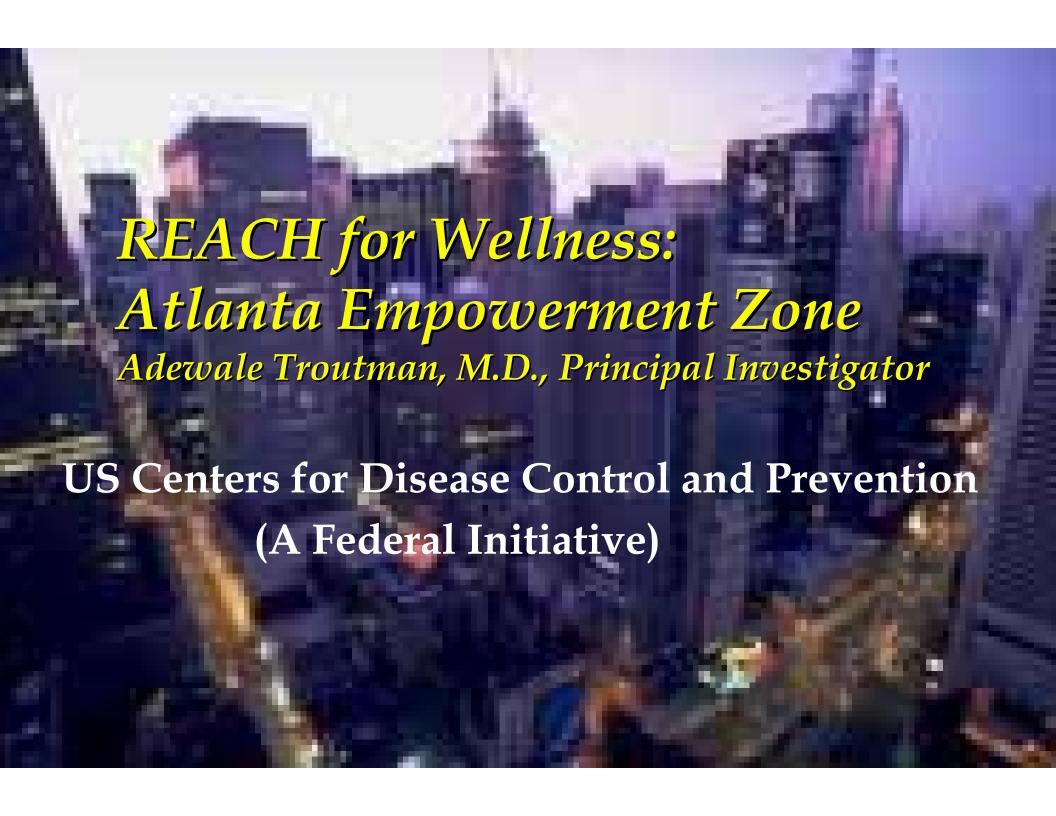


*Body mass index of 30 or greater

Centers for Disease Control

History

The VA Hypertension Trial (1970) Founding of the ABC (1974) The Maryland Church Project (19) The Barbershop Project (1982) The REACH Project (2000)



Reach Coalition Partners Larry Johnson, Director

Fulton County Department of Health and Wellness Morehouse School of Medicine Rollins (Emory) School of Public Health The Association of Black Cardiologists, Inc. **Association of Black Psychologists** Lakewood Redevelopment Corporation **Sisters Action Team** Divine Universal Sisterhood The American Heart Association **Others**

Communities

Eagan Homes

English Avenue

Herndon Homes

Vine City

Butler Street

Grady/Antione Graves

Old Fourth Ward

Pittsburgh

Grant Park

Carver Homes

Englewood Manor

Joyland

South Atlanta

Cabbagetown

Atlanta University

John Hope Homes

Capitol Homes

McDaniel Glenn

Mechanicsville

Peoplestown

Summer Hill

Betmar LaVilla

Chosewood Park

High Point

lakewood Heights

REACH Objective: Health Promotion

- Public Health Education
- Knowledge of heart disease and stroke
- CVD Risk monitoring
- Consumption of fruits and vegetables
- Physical activity
- Smoking cessation
- Personal Empowerment



Congregation (Sharon Baptist Church): 292 members

One year screen: 61% (178)

BP Elevated or on medication: 44% (78)

Secondary screening: 77% (61)

Prescribed/Continued on medication: 82% (50)

BP <140/90 mm Hg (One year): 56% (28)

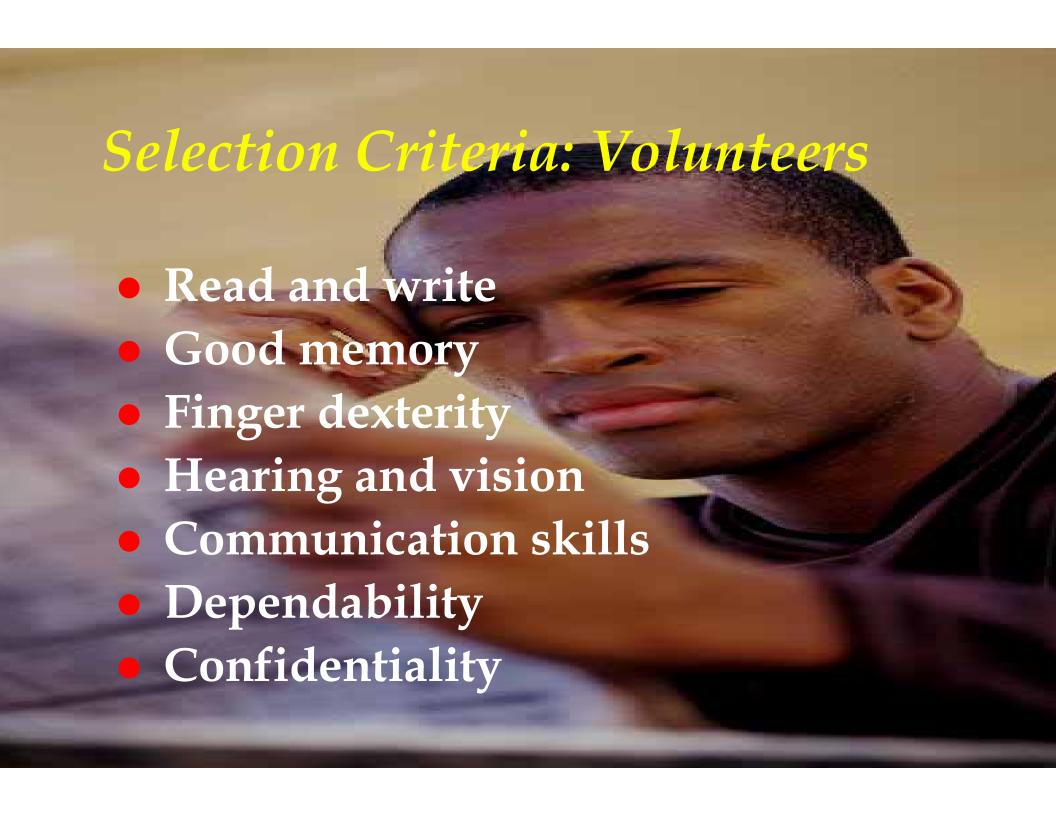
Only 36% of hypertensives controlled!



- Apathy
- Too many steps
- Cost of Health care and prescriptions
- Mal-Distribution of health providers
- Cultural competence
- Limited information
- **Effective Access to health care**







Orientation and Training

- Orientation
- CPR training
- Didactic lectures/videotapes
- Blood Pressure Measurement
- Clinic Administration
- Supervised practice.
- Awareness of community Resources
- Motivation
- Certification and Church Ceremony



"If you give me fish and bread, I eat for a day; If you teach me to fish and bake bread, I eat for a lifetime"

